



WXYZ

ORDER

Print Date 10/06/12

Page 1 of 3

Flight Dates **09/24/12-11/05/12**

Order Sep 00:20:00

Product

Estimate #

Contract / Revision **311958 /** **Oakland County Treasurer**

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

09/21/12 10/01/12

Billing Contact

Order Type GENERAL

Advertiser **Meisner / Democrat / County**

Billing Cycle EOM/EOC

**PO Box 2197
Royal Oak, MI 48068**

Billing Calendar BROADCAST

Demographic A35+

Agency **Andy Meisner for County Tr**

Rev Codes POL POL CAND

Buying Contact

Sales Office WXYZL

Product Codes PL

**PO Box 2197
Royal Oak, MI 48068**

Sales Region LOC

Priority P-4

Agency Ref

Advertiser Ref

Primary Account Executive
Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 50% Market Value 47000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	50%	23500
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	10	\$4,462.50	\$5,250.00	21.40	08/27/12	09/30/12	10	\$4,462.50	\$5,250.00
October 2012	14	\$7,310.00	\$8,600.00	36.50	10/01/12	10/28/12	14	\$7,310.00	\$8,600.00
November 2012	10	\$8,202.50	\$9,650.00	35.10	10/29/12	11/05/12	10	\$8,202.50	\$9,650.00
Totals	34	\$19,975.00	\$23,500.00	93.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/24/12	11/04/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	1	\$900.00	P-3	2.60 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--			1		\$900.00			2.60		
Week:		10/01/12	10/07/12	MTWTF--			1		\$900.00			2.60		
Week:		10/08/12	10/14/12	-----			0		\$900.00			2.60		
Week:		10/15/12	10/21/12	-----			0		\$900.00			2.60		
Week:		10/22/12	10/28/12	MTWTF--			1		\$900.00			2.60		
Week:		10/29/12	11/04/12	MTWTF--			1		\$900.00			2.60		
N 2	WXYZ	11/05/12	11/05/12		CM	6-7am M-F	M-----	:30	1	\$900.00	P-3	2.60 NM	1	\$900.00



WXYZ

Print Date: 10/06/12

Page 2 of 3

Contract / Revision **311958** Flight Dates **09/24/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Meisner / Democrat / Count** Product **Oakland County Treasurer** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am News M-F											
				Action News 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$900.00		2.60						
N 3	WXYZ	09/24/12	11/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	1	\$900.00	P-3	3.30	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	1		\$900.00		3.30						
Week:		10/01/12	10/07/12	-----	0		\$900.00		3.30						
Week:		10/08/12	10/14/12	MTWTF--	1		\$900.00		3.30						
Week:		10/15/12	10/21/12	-----	0		\$900.00		3.30						
Week:		10/22/12	10/28/12	MTWTF--	1		\$900.00		3.30						
Week:		10/29/12	11/04/12	MTWTF--	1		\$900.00		3.30						
N 4	WXYZ	11/05/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	1	\$900.00	P-3	3.30	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$900.00		3.30						
N 5	WXYZ	09/24/12	10/21/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$500.00	P-3	2.20	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$500.00		2.20						
Week:		10/01/12	10/07/12	-----S-	1		\$500.00		2.20						
Week:		10/08/12	10/14/12	-----	0		\$450.00		2.20						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		2.20						
N 6	WXYZ	10/29/12	11/04/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$500.00	P-3	2.20	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		2.20						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WXYZ	10/29/12-11/04/12	GMA SAT 7-8am	SAT 7-8am		-----Sa--	:30		(\$500.00)		2.20	NM		
		See MG 6.2 [n/a sold out]													
2		NXYZ	10/27/12-10/27/12	GMA SAT 7-8am	SAT 7-8am		-----Sa--	:30		\$500.00		2.20	NM		
		Ⓜ MG for 6.1 11/03 [mg week prior in open avail]													
N 7	WXYZ	09/24/12	09/30/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	1	\$650.00	P-3	4.10	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	1		\$650.00		4.10						
N 8	WXYZ	10/22/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	1	\$650.00	P-3	4.10	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$650.00		4.10						
Week:		10/29/12	11/04/12	MTWTF--	1		\$650.00		4.10						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		4.10						
N 9	WXYZ	09/24/12	09/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	1	\$1,200.00	P-3	3.70	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	1		\$1,200.00		3.70						
N 10	WXYZ	10/01/12	11/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	1	\$600.00	P-4	3.70	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	1		\$600.00		3.70						



WXYZ

Print Date: 10/06/12

Page 3 of 3

Contract / Revision **311958** Flight Dates **09/24/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Meisner / Democrat / Count** Product **Oakland County Treasurer** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WXYZ	10/01/12	11/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	1	\$600.00	P-4	3.70	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----					0	\$600.00		3.70			
	Week:	10/15/12	10/21/12	-----					0	\$600.00		3.70			
	Week:	10/22/12	10/28/12	-----					0	\$600.00		3.70			
	Week:	10/29/12	11/04/12	MTWTF--					1	\$600.00		3.70			
N 11	WXYZ	10/29/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	1	\$2,500.00	P-3	5.90	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTFSS					1	\$2,500.00		5.90			
N 12	WXYZ	09/24/12	09/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	1	\$500.00	P-4	3.60	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					1	\$500.00		3.60			
N 14	WXYZ	09/24/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	1.90	NM	5	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S					1	\$175.00		1.90			
	Week:	10/01/12	10/07/12	-----S					1	\$250.00		1.90			
	Week:	10/08/12	10/14/12	-----S					1	\$250.00		1.90			
	Week:	10/15/12	10/21/12	-----					0	\$250.00		1.90			
	Week:	10/22/12	10/28/12	-----S					1	\$250.00		1.90			
	Week:	10/29/12	11/04/12	-----S					1	\$250.00		1.90			
N 17	WXYZ	10/22/12	11/04/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	1	\$1,400.00	P-3	3.60	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--					1	\$1,400.00		3.60			
	Week:	10/29/12	11/04/12	MTWTF--					1	\$1,400.00		3.60			
N 18	WXYZ	09/24/12	09/30/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S					1	\$175.00		0.00			
N 19	WXYZ	09/24/12	09/30/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$150.00		0.00			
N 20	WXYZ	09/24/12	09/30/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	MTWTF--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					1	\$100.00		0.00			
N 21	WXYZ	10/01/12	10/05/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	1	\$100.00	P-4	1.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					1	\$100.00		1.00			
Totals														34	\$23,500.00